VOLUME 1

men AND art

jerry rocco

front cover
louis degni

INTRODUCTION . . .

On these pages are photographs of American boys and men, who through body-building techniques, exercise, and great physical efforts have developed magnificent bodies . . . some of the most beautiful to be seen in the world. In a larger sense these people are more than models or body-builders . . . they represent man at his best; the human body at it's perfection . . . a perfection they have found exhilarating and rich in their lives.

As part of American manhood . . . they are an inspiration . . . we can be justly proud.

"men and art"

Photography by Lon
Art Direction by Allan Curry
Introduction by Stacey Crosby

Produced at the Lon Studios
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gus mayor

PRESENTING LON

Thousands of admirers know him simply as LON, one of the world's greatest physique photographers; his full name is Alonzo Hanagan, and not only is he a famous photographer, but a brilliant musician and scholar as well. His photographic career began shortly after completing studies in music and research some fifteen years ago. Submitting a photo of an athletic friend to a contest, Lon was amazed to have it win first prize. Soon other athletes were requesting Lon to photograph them, and his photographic career began.

As a student he had been greatly interested in the history of the ancient Greek and Roman civilizations, especially their art, and at the time thought of becoming a sculptor. Later circumstances and practicality turned him to photography as a medium of expression. In photography he has discovered and developed a media of creative art very close to the Greek ideal; "Photographic Sculpture."

Since establishing his studio in New York, Lon has photographed almost every great body builder, and has discovered some of the greatest physique models of our time. Lon's work has appeared on the covers of the best physique magazines, and many of his photos appear in magazines every month. MEN AND ART represents the finest formal publication of Lon's magnificent work.

ray jimenez

jim mc guire

ray jimenez raul pacheco

bill cerdas

jack deal

pat ryan

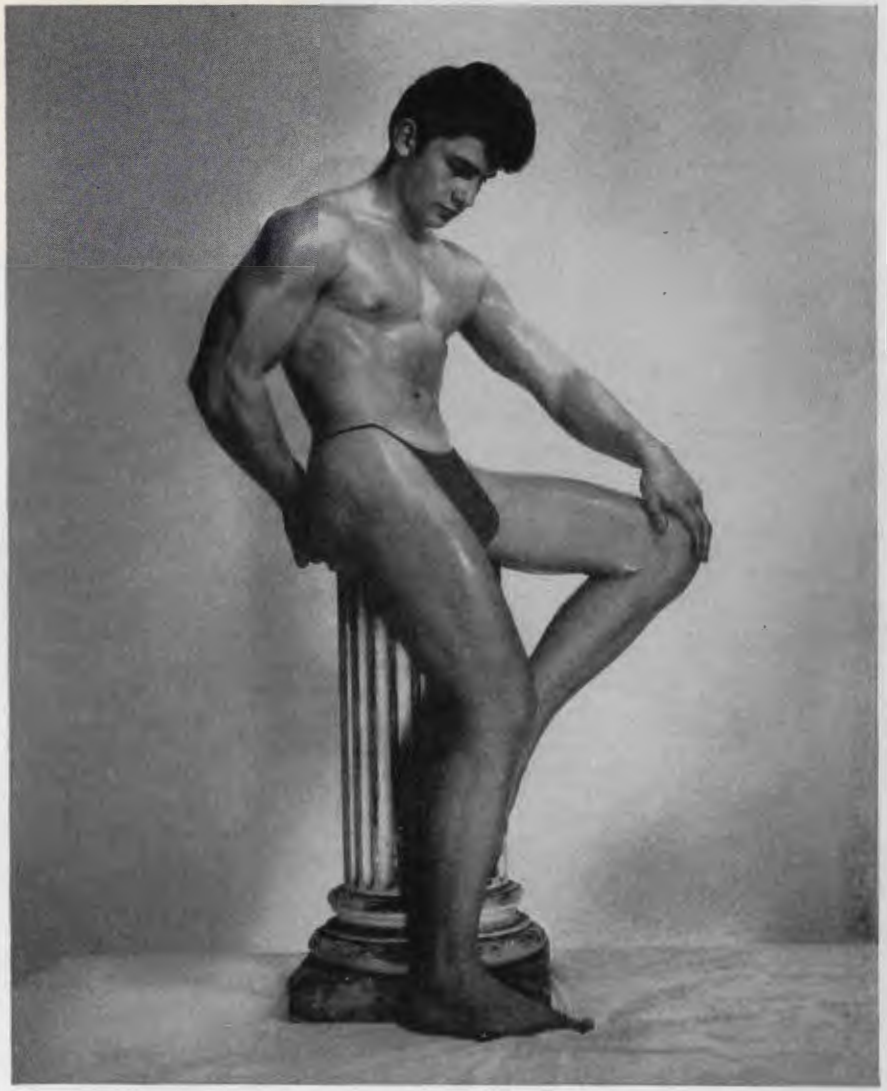
richard bassford

emil sands

leroy colbert

arthur zeller marvin eder

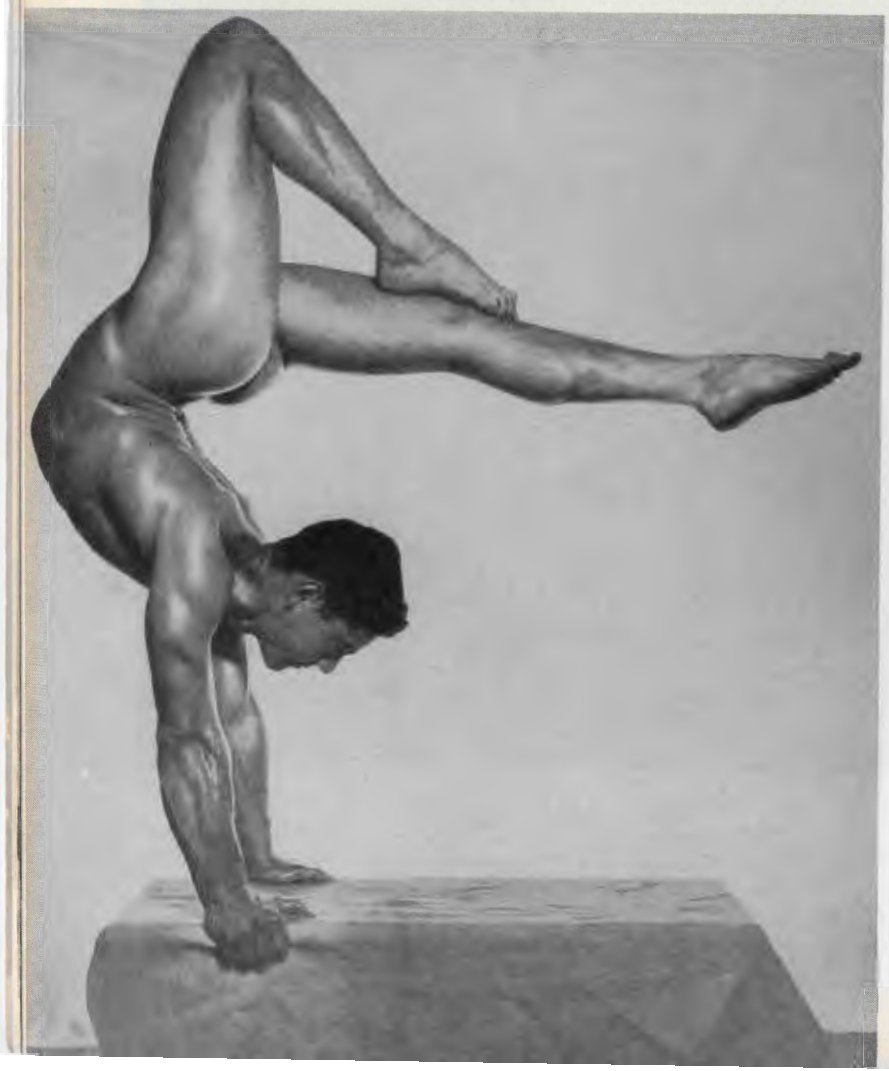
charles richardson

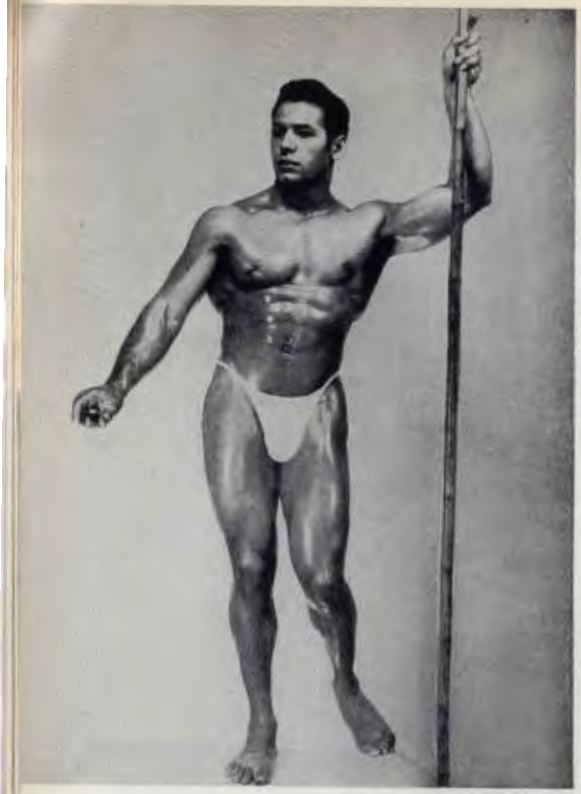


vincent plumari

bill cerdas

morris moritz





raul pacheco

jack deal

marvin eder arthur zeller

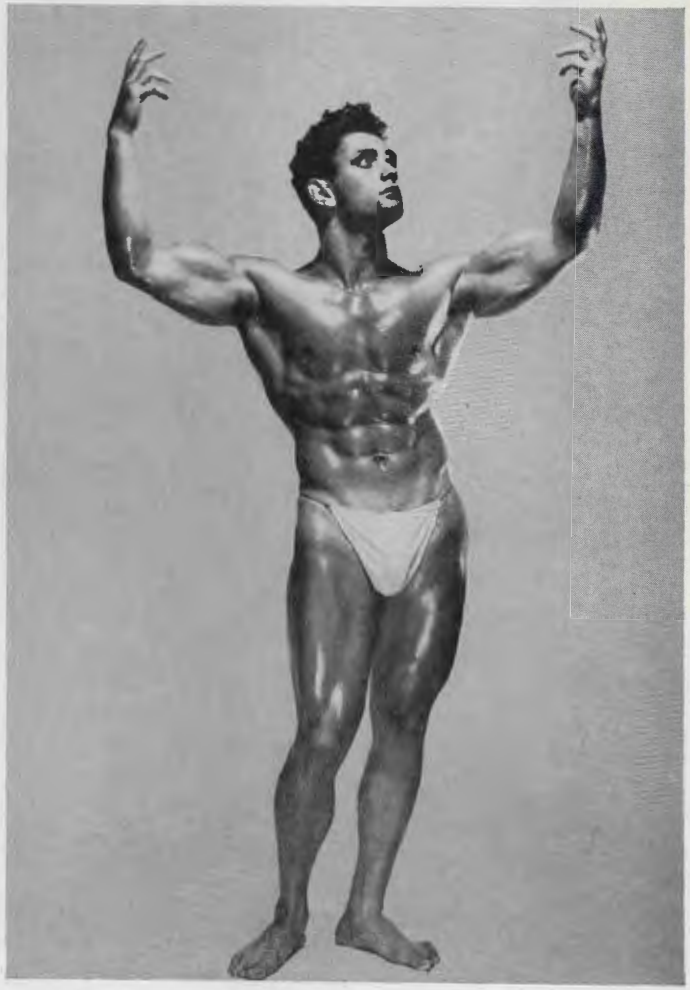
don tonry

john iocino

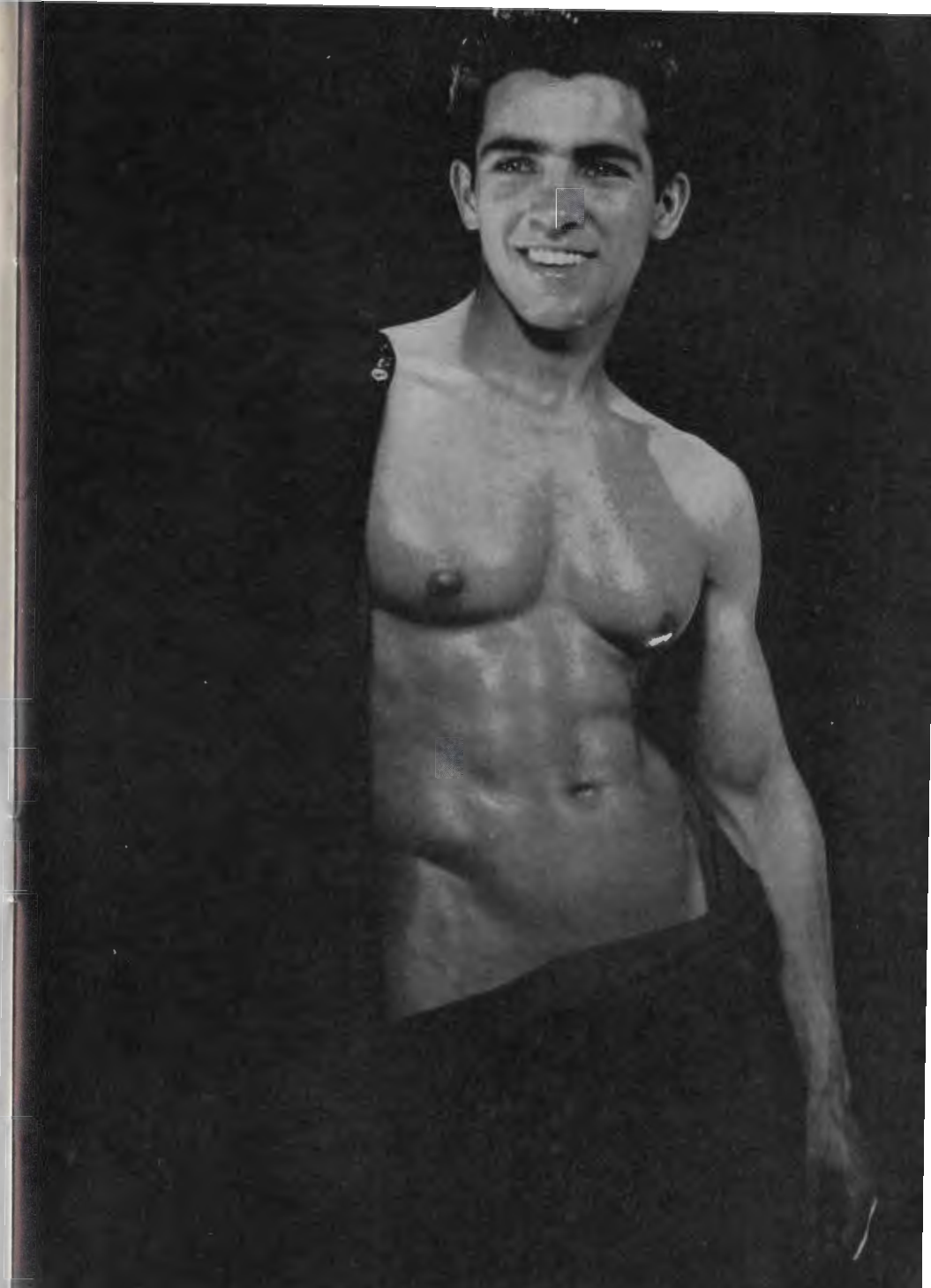
don brown

alan barry

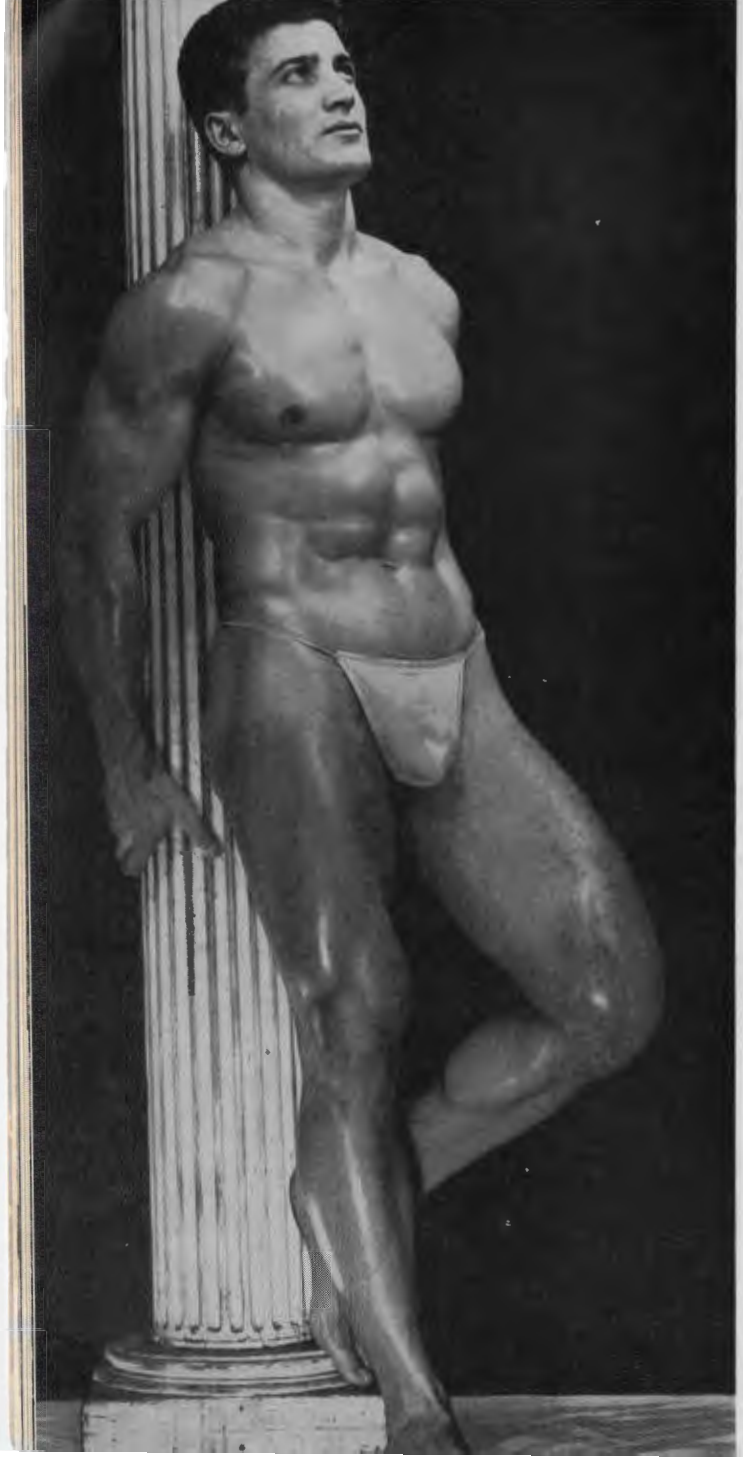
bill cerdas



arthur zeller

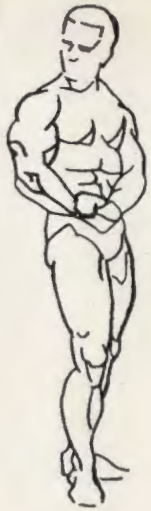


sal saverino



theseus

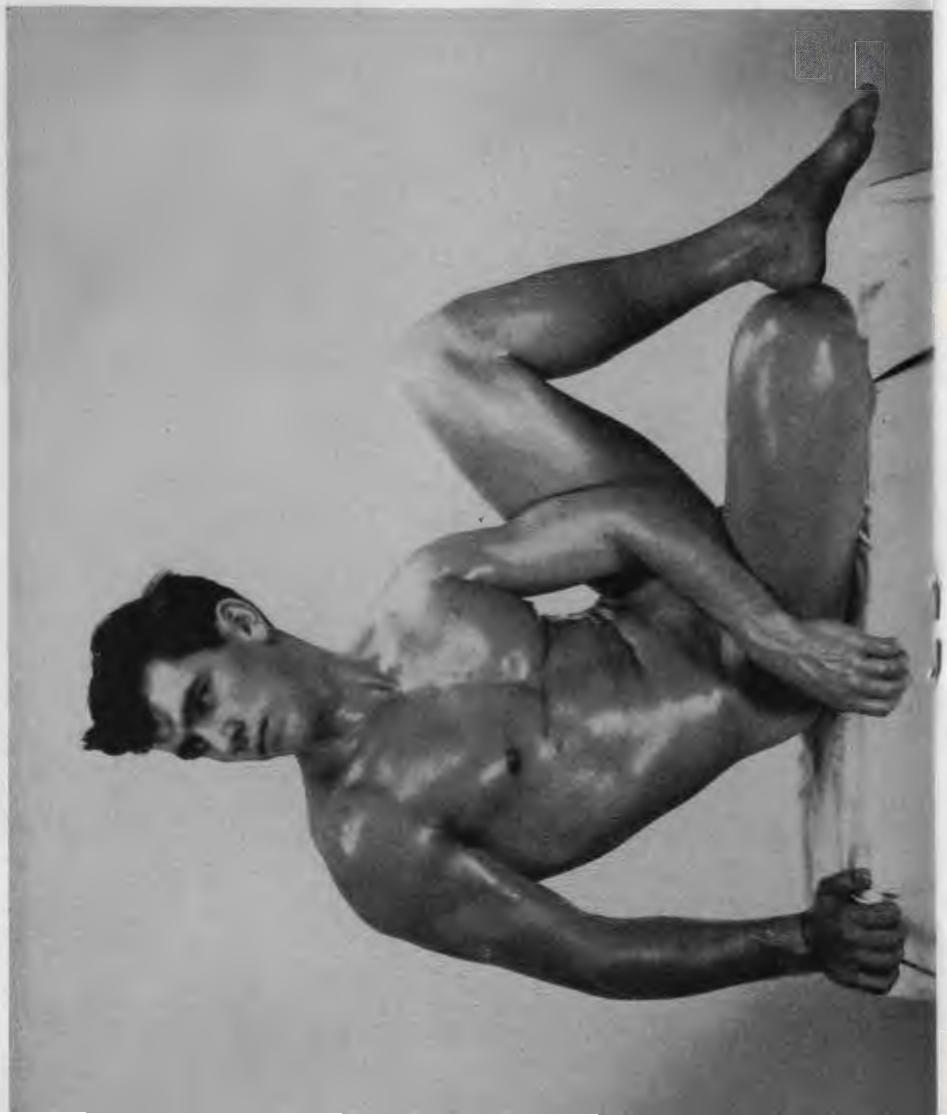
raul pacheco



john iocino

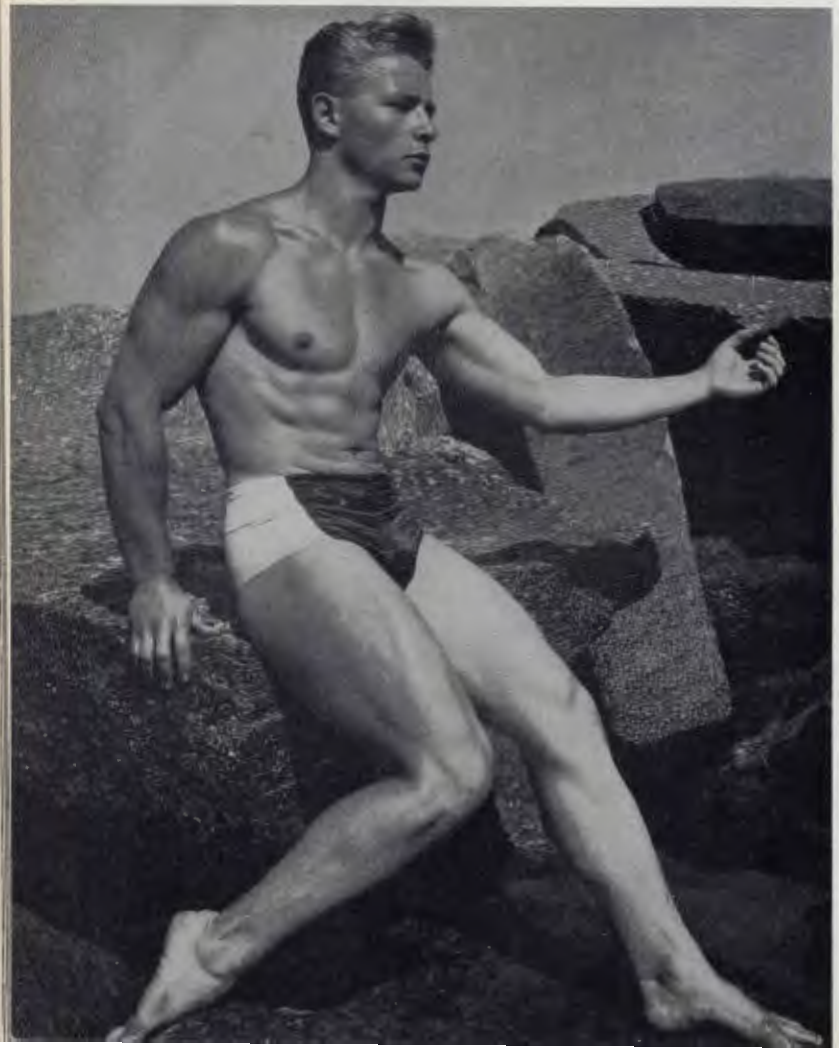
tony pitelis

bob padovani



jack deal

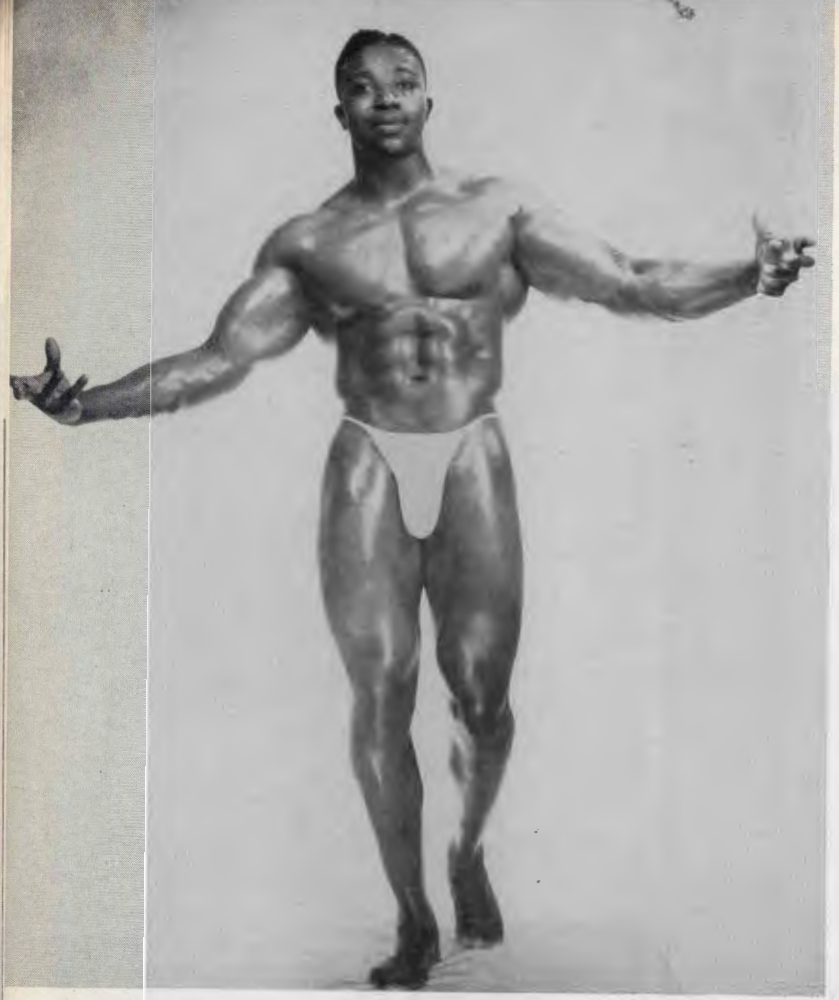
jack ross



joseph richards

arthur zeller

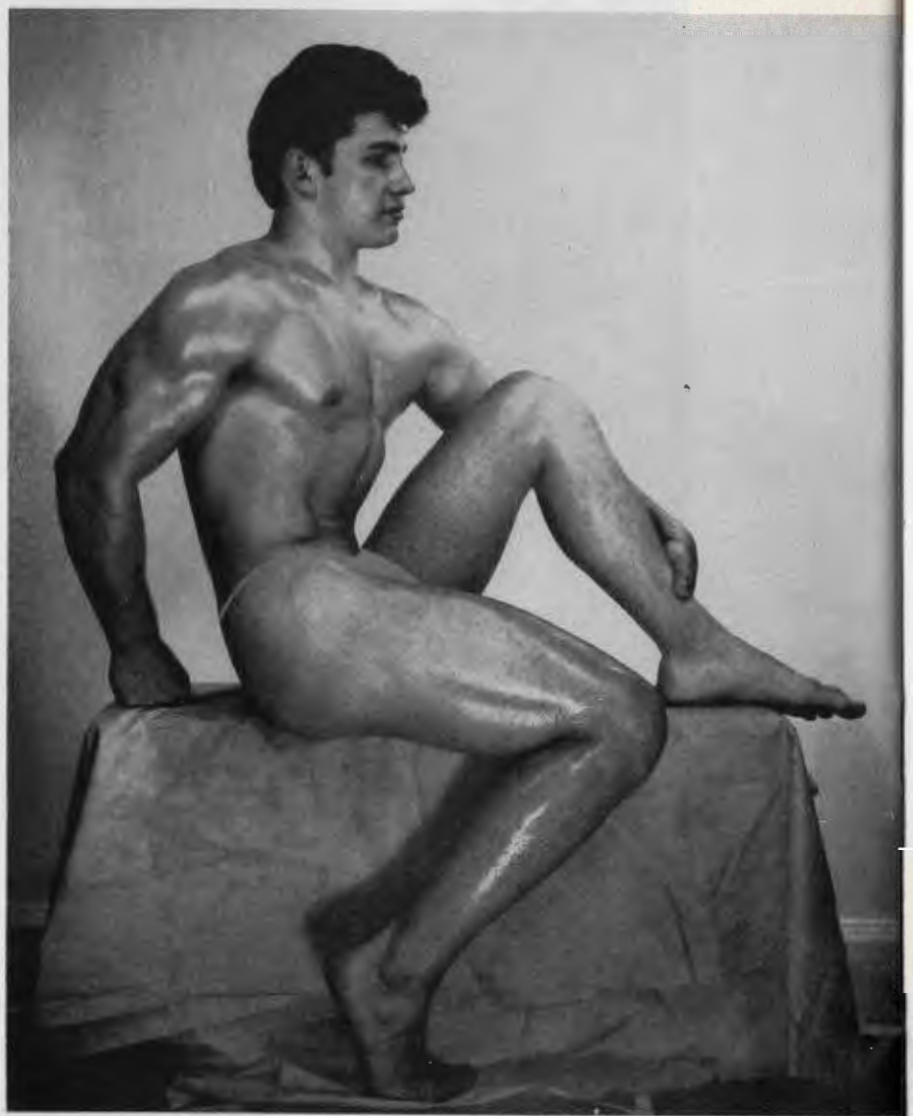
david sheppard



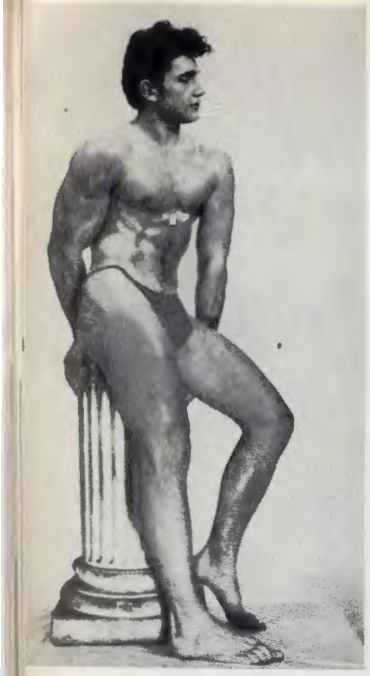
leroy colbert

louis degni

vincent plumari



raul pacheco



vincent plumari

ray jiminez

marvin eder arthur zeller

gus mayor

ON PHOTOGRAPHING THE MALE PHYSIQUE . . .

In this type of athletic picture-taking brute strength and muscular development is subordinate to the grace and contour of the physique. In the studio photography, a solid black or white background is generally used. This avoids distraction from the figure and emphasizes outlines. Generally the figure is surrounded with lights, using shadow effects with great care. Shadows within the background are sometimes excellent, but on the figure an improper or even slightly careless shadow can destroy an otherwise excellent shot. The model should have his body lightly covered with oil to bring out the highlights and avoid dull flesh tones, since skin texture is so important.

The photographs themselves should be made with much speed because physique poses are extremely tiring for the model and difficult for him to "hold". Because of this and to insure the best possible picture, it is good to make two or more exposures of the same pose in quick succession. It can be readily seen that physique photography is very different from other forms of this profession, but in my opinion it comes far closer to being a genuine creative art.

L.

frank affrunti

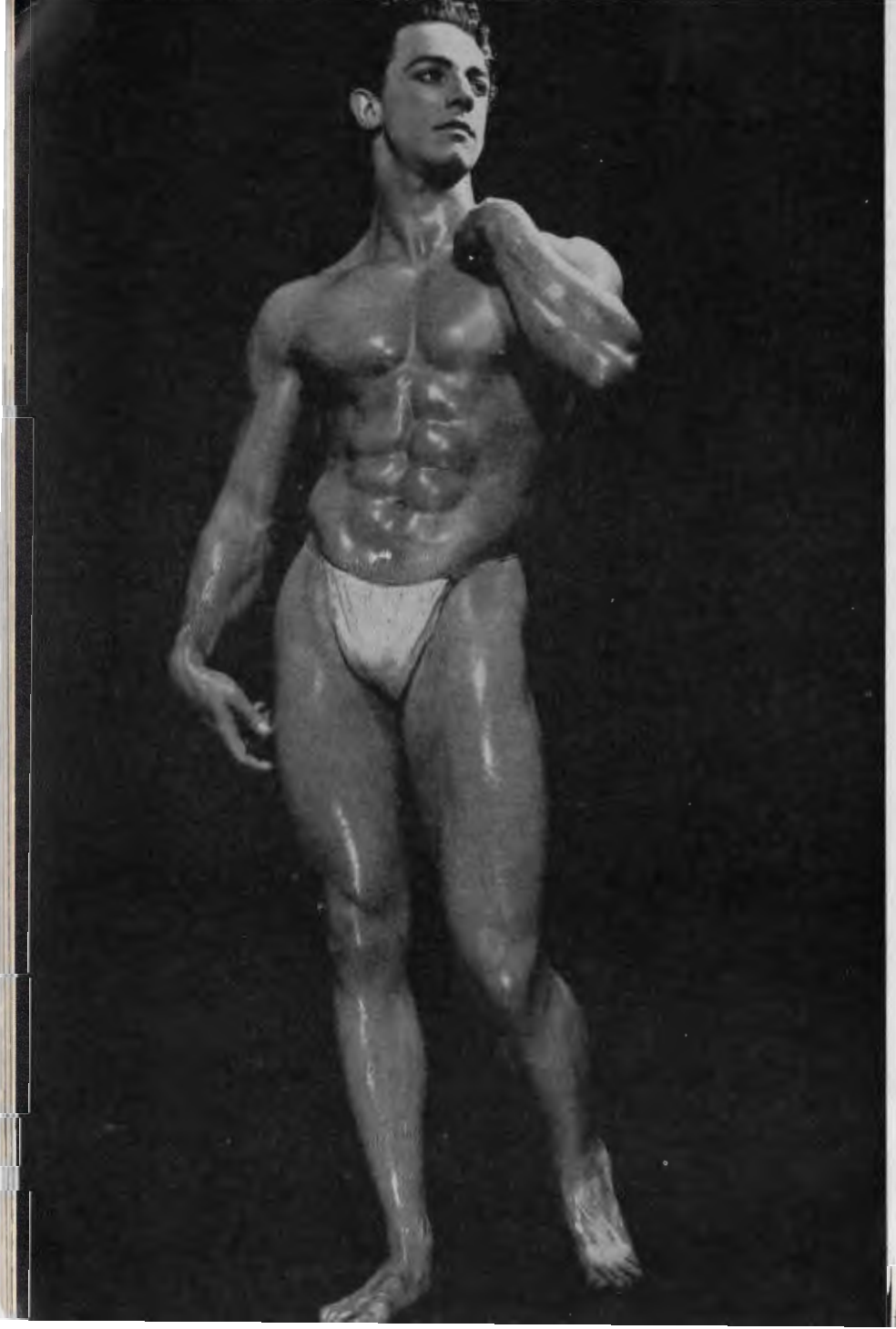
joe bocassi

vincent taffaro

seymour koenig

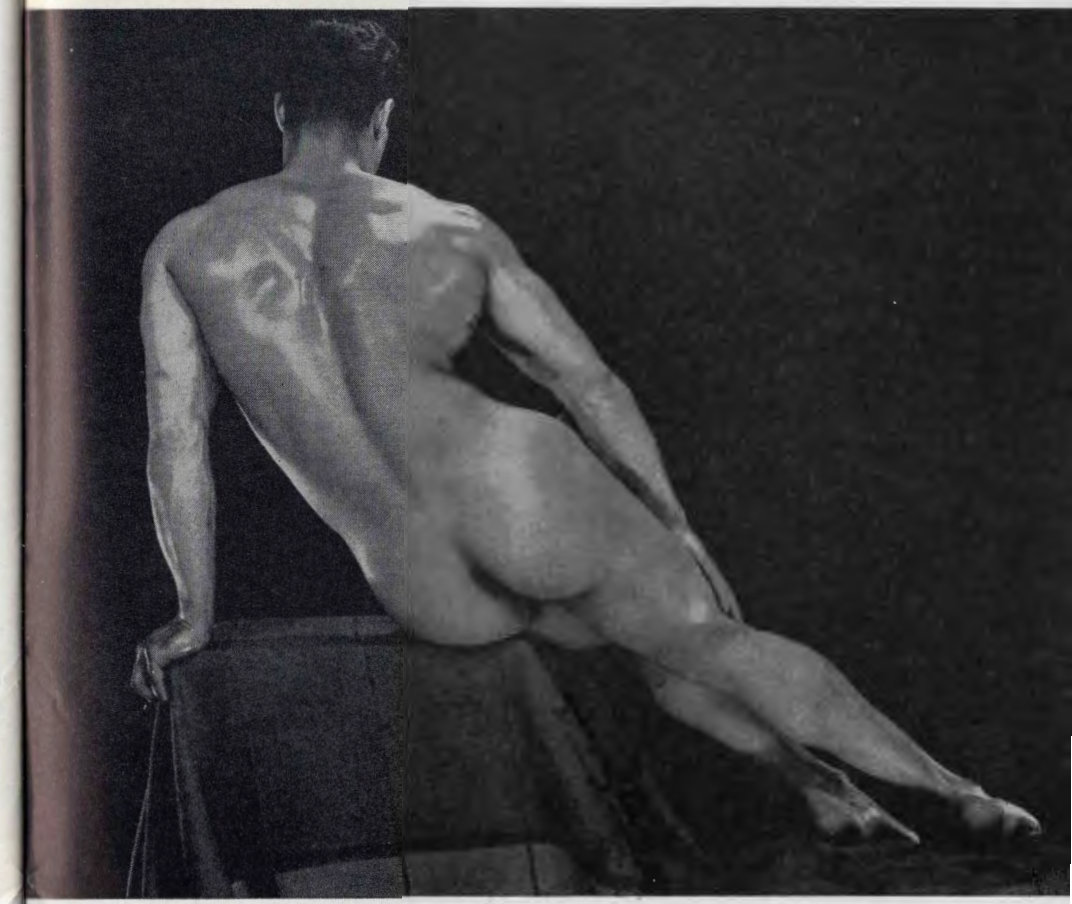
richard bassford

emil sands



arman ozon

john dala



george bender

richard bassford

emil sands

elmo santiago

alex maudis

bob weinsco

louis degni

john dala

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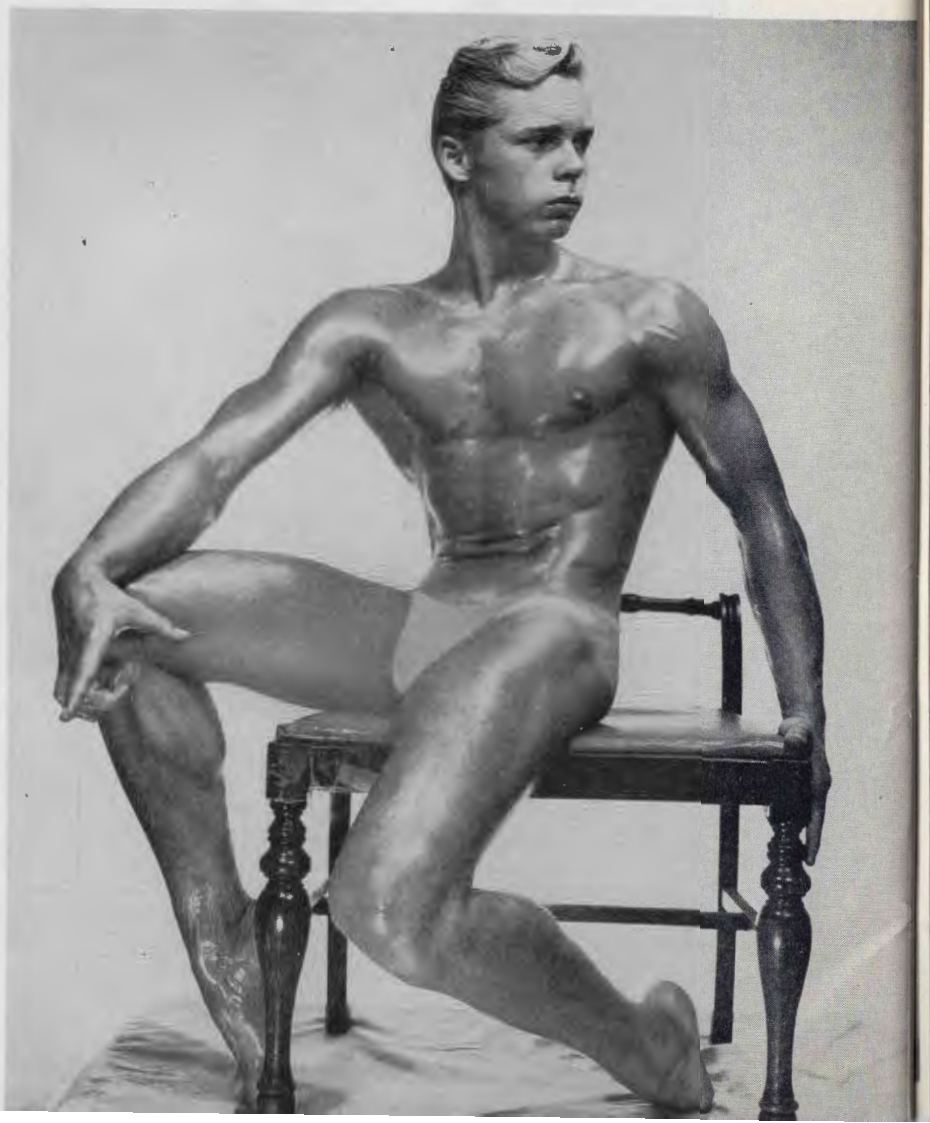

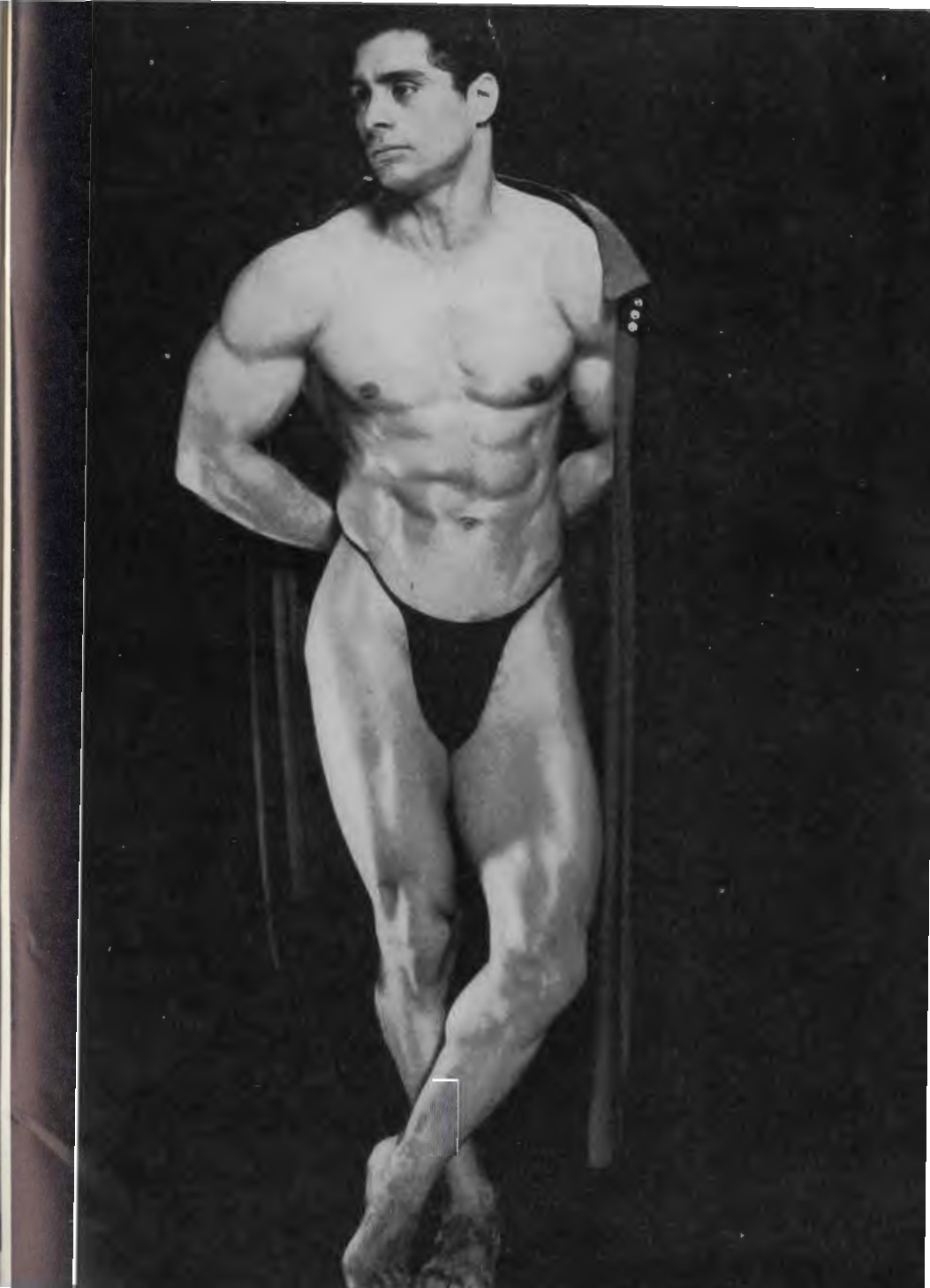

sal saverino

ray jimenez

MANY OF THE PHOTOGRAPHS APPEARING IN THIS BOOK ARE AVAILABLE IN ORIGINAL PRINTS, AS WELL AS CATALOGUES ON MANY OF THE INDIVIDUAL MODELS.

We hope you have found this book worthy of your artistic interest. It contains only a sampling of the fine work produced at our studios. New catalogues and collections are produced regularly as the search for new models never ceases.

SEND TODAY FOR THE LATEST INFORMATION ON OUR NEW RELEASES.

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raul pacheco

". . . so long as men can breathe, and eyes can see;
so long lives this, and this gives life to thee."

SHAKESPEARE

back cover bill cerdas

men AND art